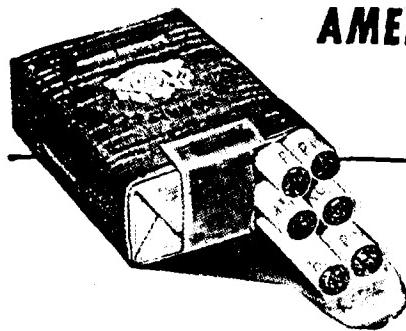


AMERICA'S FINEST CIGARETTE—TASTE BETTER—PROVED BETTER—BETTER FOR
YOUR NOSE AND THROAT—SUPERIORITY RECOGNIZED BY EMINENT MEDICAL AUTHORITIES!



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• IF YOU INHALE... ALL SMOKERS DO—SOMETIMES!

**INCREASE YOUR ENJOYMENT—
ENJOY REAL PROTECTION!**

MAYBE you think you don't inhale — maybe you know you do. In either case...

When you do inhale, it's easy to see exposure to irritation increases! So — know what you smoke!

Read this vital difference—reported by eminent doctors—in authoritative medical journals. They compared five leading brands of cigarettes—and found:

THE OTHER FOUR LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Read it again! — "235% more irritant... lasting more than five times as long!"

Change now to Philip Morris, especially if you inhale! Complete smoking pleasure—with no worry about throat irritation!

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CALL FOR PHILIP MORRIS

BETTER TASTING—AND PROVED BETTER FOR YOUR NOSE AND THROAT